

# Hire Education

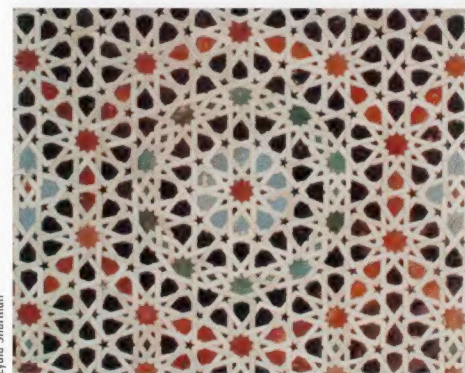
## Pushing the learning envelope is the educational objective

One co-op student has found a way to blend the world of fine arts and technology. **Eric Hortop**, who majors in Mathematics and Statistics as well as Communication Studies, is assisting three professors (Drs. **Lydia Sharman** (Fine Arts, Design), **Cheryl Kolak Dudek** (Fine Arts, Print Media) and **Fred Szabo** (Mathematics) in creating software by which complex design motifs are broken down into geometric language for the purpose of analysis, identification and imaging. Called the Shape Grammar Inference System, it will be a unique software useful to anthropologists, archeologists, curators and artists to recreate a missing piece of an ancient work of art, identify its origin or inspire a design for an original piece. The project has received a \$208,000 grant from the Fonds québécois de recherche sur la société (FQRSC).

The co-op work term is Hortop's fourth, and is offering him a unique opportunity to develop educational and professional strengths. "I've had to learn something which isn't taught in class - to communicate the idea of the research to people who aren't familiar with the subject matter," said Hortop. "This work term is allowing me to work all over the map, from literary research to programming. By pushing the boundaries of my discipline, my comfort level is being stretched."

It is all part of the educational plan of his supervisors, who have designed a work term that promotes development not only of Eric's technical skills, but also of his initiative, teamwork and communication talents. "The goal is to help students build great careers and find niches for themselves where they

excel," says Dr. Szabo. Dr. Sharman agrees: "Eric is in the enviable position of being able to apply his research to a concrete project where his contribution is valued and recognized by experts in the fields of computer science and the visual arts."



Lydia Sharman

Dr. Lydia Sharman and fourth year Mathematics co-op student Eric Hortop presented a complex geometric language research software project at the 9<sup>th</sup> annual Virtual System Multimedia International Conference in Montreal. Their project involved transposing the artistry of a Moroccan zillij into a mathematical format.

## Manual guides Aeroplan through the co-op process

In a successful co-operative education work term, several things are happening at once. Employers, certainly, are able to preview talented, motivated, enthusiastic workers and snap them up before they are hired elsewhere. Students, on the other hand, are able to test their chosen profession and learn workplace skills in a number of environments while being paid. In the final analysis, however, the experience must be part of an overall educational strategy - and companies can be very much part of this process.

When **Efrem Berman** did his fourth co-op work term at *Aeroplan* as an MIS student in 2001, his

perspective was as a student. "Having been a co-op student myself, I had the opportunity to see, first hand, what an employer could do to make a work term a memorable experience." As a student, he developed the proposal for a new payroll system. The company hired Berman to implement the system, as well as their new pension and benefits program, as soon as he graduated. Even though he is now management, Berman didn't forget the lessons he learned as a co-op student, and he assembled a manual that guides the company successfully through the co-op process. Entitled, *Aeroplan's Co-op Manual for Hiring Managers*, it clarifies expectations and roles so that both employer and employee benefit. "I think it is unfair to bring students into an unprepared environment," he asserts. "And furthermore, the employer must be true to what they offered in the interview stage." The manual focuses on ways to structure a substantive work term, building in opportunities for students to acquire necessary knowledge, attitudes and skills encouraging motivation and achievement. "It is a most valuable tool for companies," agrees Dr. **Meral Büyükkurt**, Co-op Program Director. "Efrem has created something that managers and supervisors - as well as students - can benefit from," she said, "because he has been on both sides of the fence."



Nicole St-Pierre

Efrem Berman Manager, Rewards Program at Aeroplan (right), and a former co-op student himself at the company, currently supervises two co-op students, **Claire Acoca** (Marketing)(middle) and **Roberto Garcia** (MIS)(left). Berman has recently assembled a manual for companies on how to provide a positive co-op work term experience.

## Do your workers have these skills?

Human Resources Development Canada's (HRDC) **Essential Skills Research Project** has identified nine "Essential" Skills. These are the skills that people use in almost all occupations.

- Reading Text
- Thinking skills
- Writing
- Document Use
- Computer Use
- Working with Others
- Continuous Learning
- Oral Communication
- Numeracy (Math)

For more information on this topic check the HRDC url: <http://www15.hrdc-drhc.gc.ca>



# Up Close and Personal

Yes, that's the Institute for Co-operative Education you've been seeing, hearing....



Sharon Bishin

## International participation

Dennis Trudeau (2<sup>nd</sup> from right), anchor of CBC-TV's *Canada Now*, poses with co-op coordinator Eve Pankovitch (left), international co-op students Victor Sequeira (Computer Science) (2<sup>nd</sup> from left) and Elias Abou Zeid (Computer Engineering) (right) before a panel discussion which was taped on campus and aired on the radio. Moderated by Trudeau, the event was a part of a series entitled "Home Matters".



Steve Manitt

## Sharing our co-op tips

This fall, co-op hit the airwaves with radio spots designed to help today's youth prepare for the job market. Voiced by Sharon Bishin (in studio) the topics included resumé-writing, preparing for an interview, making a good impression, and dressing for the job. They can be heard by clicking on the Co-op website: [www.coop.concordia.ca](http://www.coop.concordia.ca)



Sharon Bishin

## Behind the scenes

Partners from KPMG, FullerLandau, and SNG accounting firms posed for the Institute for Co-operative Education's "Presidents Media Campaign" designed around testimonials from these and other top company chiefs. If you are a co-op employer who has been pleased with your co-op students and would like your top management to participate in the campaign series, please contact us.

## Hot stuff

Co-op's own Joe Kerby (engineering, third work term) was recently interviewed on *This Morning Live* TV show for his part in coordinating a team of students heading to the 2005 Solar Decathlon competition in Washington D.C. where 26 Concordia and Université de Montréal students will build a home which operates exclusively on solar energy for one week. The team is the only Canadian entry and will compete against 18 other universities from Europe and the U.S.

## Director's Message

# No experience, no job and no job, no experience

Today, a university education no longer guarantees even the brightest student gainful employment in his or her chosen field. The skills demanded of today's new graduates are more challenging and diverse than ever before. As educators and employers we must help students develop these skills so that they become sought-after and valuable employees and productive citizens.

In order to get the most out of a co-op work term, students are asked to develop learning objectives in consultation with the employer and co-op coordinator. These objectives need to be of significance to the student. They should be based on relevant educational needs and important life opportunities. Objectives should be framed in terms of changes in behaviour, knowledge, or attitudes. The learning objectives should be realistic and achievable within the time frame of the work term, and other available resources.

The achievement of objectives must be capable of measurement. Thus, the employers' evaluation form. How the outcomes are measured requires consideration of sets of indicators that may well have to be developed at the same time as the objectives. But without objectives framed in ways that allow meas-

urement, assessment of learning and evaluation of educational impact are impossible. Students want to know whether they can trust what they have learned and use it in their daily lives or to move on to further learning experiences. Educators are most concerned with general assessment of educational impact, and employers want students with practical experience - or real education for the real world.

—Christine Webb

## Contacts at Co-op

### Christine Webb

(514) 848-2424 ext. 3951  
Director  
[christine.webb@concordia.ca](mailto:christine.webb@concordia.ca)

### Lynn Bergeron

(514) 848-2424 ext. 3975  
Program Administrator  
[lynn.bergeron@concordia.ca](mailto:lynn.bergeron@concordia.ca)

### Julie Laurin

(514) 848-2424 ext. 2810  
Secretary/Receptionist  
[laurinj@alcor.concordia.ca](mailto:laurinj@alcor.concordia.ca)

### Nadine Benjamin

(514) 848-2424 ext. 3941  
Co-ordinator  
[nadine.benjamin@concordia.ca](mailto:nadine.benjamin@concordia.ca)

### Sally Craig

(514) 848-2424 ext. 3955  
Co-ordinator  
[sally.craig@concordia.ca](mailto:sally.craig@concordia.ca)

### Louise Lalonde

(514) 848-2424 ext. 3954  
Co-ordinator  
[louise.lalonde@concordia.ca](mailto:louise.lalonde@concordia.ca)

### Eve Pankovitch

(514) 848-2424 ext. 3931  
Co-ordinator  
[eve.pankovitch@concordia.ca](mailto:eve.pankovitch@concordia.ca)

## Successful HR strategy

# Co-op students today - productive employees tomorrow

IBM and Nortel are two companies which have seen Concordia University co-op students they have hired make seamless transitions to the status of permanent employees. Sandra Riml, Human Resources at IBM, sums up the hiring strategy: "Co-op programs are really successful sourcing opportunities for finding top talent across the country."

Marie-Josée Warren, a former co-op marketing student who did a work term at IBM and is now a client representative, agrees. "The selection process to get into a co-op program is quite competitive so co-op students tend to be hard workers." Higher productivity is yet another reason to hire a co-op student after a work term. In her own case, Warren remembers, "The learning period was shorter and I was able to take on more responsibilities sooner because I already knew the system."

Angela Ponnudurai, a software developer for Nortel Networks and former computer information co-op student, also sees benefits for both sides. "Because my employer was already familiar with my work ethic and knew what I was capable of doing, there wasn't the usual guesswork involved in hiring a stranger. From my perspective, I was not delving into uncharted territory; I was already familiar with what was expected of me so it was easier to deliver."

Harold Simpkins, Academic Director of the JMSB Marketing co-op program, notes a difference; he recognizes how a work term experience can impact in the classroom. "When co-op students return to their academic studies after a four month work term, they tend to write reports more concisely and be better team players. They contribute to class discussions more, bringing up real life experiences."

The Institute for Co-operative Education

## Hire Education

This newsletter is produced by the Institute for Co-operative Education (ICE)

Please send comments to:  
ICE, Concordia University  
Tel: (514) 848-2424 ext. 3952  
Fax: (514) 848-2811  
1455 de Maisonneuve Blvd. West,  
Building CB 210-13  
Montreal, QC H3G 1M8  
or e-mail comments to:  
[sharon.bishin@concordia.ca](mailto:sharon.bishin@concordia.ca)

Editor: Sharon Bishin

Assistant editor: Ali-Neomie Saba  
[www.co-op.concordia.ca](http://www.co-op.concordia.ca)

Design | Concordia Marketing Communications P4319



# Invitation to Participate in our Co-op Education Programs

## Invitation d'adhésion dans notre programme d'enseignement coopératif

Employer / Nom de l'employeur : \_\_\_\_\_

Contact person & title / Personne ressource & fonction : \_\_\_\_\_

Address / Adresse : \_\_\_\_\_

E-mail / Courriel : \_\_\_\_\_ Telephone / Téléphone : \_\_\_\_\_ Fax / Télécopieur : \_\_\_\_\_

### Session in which you wish to participate / Sessions auxquelles vous désirez participer

☐ Fall / Automne ☐ Winter / Hiver ☐ Summer / Été

We wish to rehire / Nous voulons réembaucher ☐

### Program(s) and number of positions required / Disciplines et nombre de postes requis

- |  |  |
|--|--|
| <input type="checkbox"/> Accountancy / Comptabilité                                      | <input type="checkbox"/> Computer Science / Informatique                           |
| <input type="checkbox"/> Finance / Finance   | <input type="checkbox"/> Management Information Systems / Gestion de l'information |
| <input type="checkbox"/> Marketing / Marketing   | <input type="checkbox"/> Applied Mathematics / Mathématiques appliquées            |
| <input type="checkbox"/> Economics / Économie  | <input type="checkbox"/> Building Engineering / Génie du bâtiment                  |
| (Undergraduate and Graduate / 1 <sup>er</sup> & 2 <sup>e</sup> cycle)                    | <input type="checkbox"/> Civil Engineering / Génie civil                           |
| <input type="checkbox"/> Actuarial Mathematics / Mathématiques actuarielles              | <input type="checkbox"/> Computer Engineering / Génie informatique                 |
| <input type="checkbox"/> Statistics / Statistique  | <input type="checkbox"/> Electrical Engineering / Génie électrique                 |
| <input type="checkbox"/> Chemistry / Chimie  | <input type="checkbox"/> Industrial Engineering / Génie industriel                 |
| <input type="checkbox"/> Biochemistry / Biochimie  | <input type="checkbox"/> Mechanical Engineering / Génie mécanique                  |
| <input type="checkbox"/> Translation / Traduction  | <input type="checkbox"/> Software Engineering / Génie logiciel                     |
| <input type="checkbox"/> Human Resources Management /<br>Gestion des ressources humaines | <input type="checkbox"/> Digital Image & Sound / Imagerie et son numérique         |

Please attach a job description for each position / Veuillez joindre une description de tâches pour chacun des postes

Signature \_\_\_\_\_

Date \_\_\_\_\_

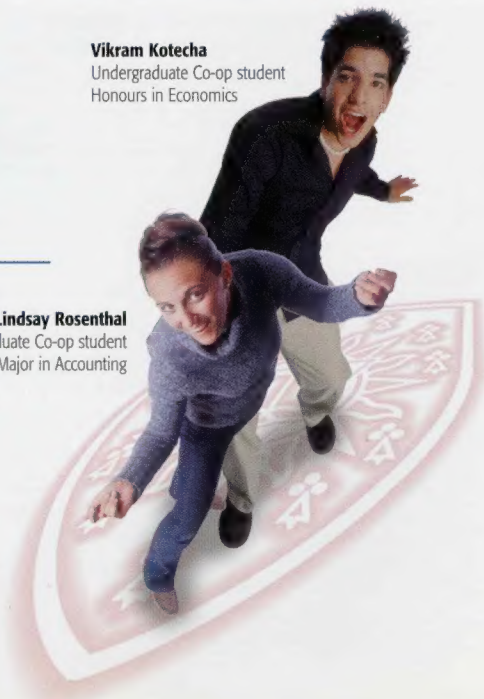
You can fax this form / Vous pouvez nous faxer ce formulaire :  
(514) 848-2811

Or apply online / Ou remplir le formulaire sur le site web  
[www.co-op.concordia.ca](http://www.co-op.concordia.ca) (see Important Dates)

You can also reach us by phone / Vous pouvez également nous contacter par téléphone :  
(514) 848-2424 ext. 3975

**Vikram Kotecha**  
Undergraduate Co-op student  
Honours in Economics

**Lindsay Rosenthal**  
Undergraduate Co-op student  
Major in Accounting





# Important dates

## SUMMER 2004 WORK TERM

<b>Jan. 30</b>	Last day for employers and students to confirm rehires
<b>Feb. 2-March 5</b>	Summer Work Term positions advertised to students
<b>Feb. 9-March 12</b>	Interviews on campus
<b>Feb. 23-29</b>	Mid Term Break
<b>*March 15</b>	Job Match - offers made to students on behalf of employers
<b>March 17</b>	Placement continues - new jobs posted daily
<b>May 3 - August 27</b>	Summer Work Term

\*Several co-op schools in Quebec have agreed to use the same Job Match Day to meet the growing demand by employers.

# Dates importantes

## STAGES COOP D'ÉTÉ 2004

<b>Le 30 janvier</b>	Dernière journée pour que les employeurs et les stagiaires confirment le réemploi
<b>Du 2 février au 5 mars</b>	Avis aux étudiantes et étudiants les informant des postes offerts pour les stages d'été 2004
<b>Du 9 février au 12 mars</b>	Entrevues sur place
<b>Du 23 au 29 février</b>	Mi-session
<b>Le 15 mars*</b>	Jour de jumelage d'emploi - postes offerts aux étudiants par les employeurs
<b>Le 17 mars</b>	Le placement se poursuit - affichage hebdomadaire des nouveaux postes
<b>Du 3 mai au 27 août</b>	Stages d'été 2004

\* Plusieurs institutions scolaires coop au Québec se sont entendus pour utiliser le même Jour de jumelage d'emploi pour répondre à la demande grandissante des employeurs.



**Concordia**  
UNIVERSITY

Real education for the real world

[www.concordia.ca](http://www.concordia.ca)

Montreal, Quebec, Canada



**Institute for  
Co-operative  
Education**

[www.co-op.concordia.ca](http://www.co-op.concordia.ca)

Institute for Co-operative Education (ICE)  
Concordia University  
1455 de Maisonneuve Blvd. West, Building CB 210-13  
Montreal, QC H3G 1M8  
(514) 848-2424 ext. 3975

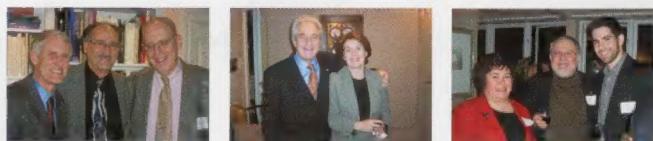


## Giving back to the community Co-op students raise money for charities

Over the past year eleven students from Concordia's Institute for Co-operative Education (ICE) planned and organized the "Championnat des Amériques" - a highly successful five day equestrian event which drew 35,000 visitors to Bromont to raise funds for children's medical research. Recently the event organizers presented Christine Webb, ICE Director with a cheque for \$25,000 in appreciation of the students' efforts. The money will go towards establishing scholarships for co-op students. Rector Frederic Lowy and his wife Mary Kay hosted another evening in their home to congratulate the Championnat students which drew more than sixty people from business and academia. "Co-op is a win-win partnership for students and companies alike," he stated.

## Redonner à la communauté Les étudiants coop amassent de l'argent pour des œuvres de bienfaisance.

Au cours des onze dernières mois, les étudiants de l'Institut d'enseignement coopératif (IEC) ont planifié et organisé le Championnat des Amériques - un événement équestre très réussi qui a attiré 35 000 visiteurs à Bromont afin de recueillir des fonds pour la recherche médicale infantile. Les organisateurs de l'événement ont récemment remis un chèque de 25 000 \$ à Christine Webb, directrice de l'IEC, en reconnaissance des efforts des étudiants. L'argent servira à créer des bourses d'études pour les étudiants coop. Le recteur Frederic Lowy et son épouse Mary Kay ont tenu une soirée à leur résidence afin de féliciter les étudiants organisateurs du Championnat qui a attiré plus de 60 personnes du monde des affaires et du monde pédagogique. « Le coop est une association bénéfique tant pour les étudiants que pour les entreprises, » a-t-il affirmé.



Sharon Bishin



The Professionals

**Pictured (bottom, from left to right) at the presentation were:** Jack N. Lightstone, Provost, Concordia University; Jean Fabi, President, Championnat des Amériques; Eduardo del Balso; Computer Engineering co-op student; Caroline Pereira, MIS co-op student; Bryna Kuhnreich; Marketing co-op student; and Christine Webb, Director, Institute for Co-operative Education, Concordia University. **Top left:** Three Deans: Jerry Tomberlin JMSB, Nabil Esmail, Eng & Comp. Sc; Martin Singer, A&S. **Centre:** Rector Frederic Lowy and wife Mary Kay. **Top right:** Meral Buyukkurt, JMSB Des. Sc/MIS; Craig Brown, ICE; Efrem Berman, Aeroplan